Advertiser

Obama/D/President

Invoice #



**WESH** 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

10/01/12 - 10/28/12 950426-1 10/28/12 October 2012

Invoice Month

Account Executive Station WESH Fran Berg

Product

Invoice Date

Sales Office Sales Region Eagle-Washingte National

Invoice Period

Estimate Number

www.wesh.com

Billing Address:

The state of the s **GMMB** Attention: Accounts Payable

3050 K St, NW Washington, DC 20007

SKED A 30'S 1537 Flight Dates Order # Alt Order# 950426 07898914 10/23/12 - 10/30/12

Billing Calendar Billing Type Deal# Broadcast Cash

Special Handling

IDB# Advertiser Code | Product Code 9912856 95 101

Advertiser Ref Agency Ref

Send Payment To:

**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Spots/

Line Sta	art Date	End Date	Desci	ription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	/23/12 ass of Time	10/26/12 e - Pre-en		Early Sunrise n notice	5:00-6:00 AM	-TWTF	:30	4	\$350.00	NM	
We		Start Date 10/22/12	End Da 10/28/1		Spots/Week 4	<u>Rate</u> \$350.00					
Spo	ots: # Ch	Day A	ir Date	Air Time Descrip	tion	Start/End Time	Leng	th Ad-ID			Rate Type
	3 WES	SHTu 1	0/23/12	5:24 AM M-F Ea	rly Sunrise	5:00-6:00 AM	:3	30 OFA12Z15	1н		\$350.00 NM
	1 WES	SHW 1	0/24/12	5:28 AM M-F Ea	rly Sunrise	5:00-6:00 AM	:3	30 OFA12Z15	1н		\$350.00 NM
	2 WES	SHTh 1	0/25/12	5:30 AM M-F Ea	rly Sunrise	5:00-6:00 AM	:3	30 OFA12Z15	9н		\$350.00 NM
	4 WES	SHF 1	0/26/12	5:42 AM M-F Ea	rly Sunrise	5:00-6:00 AM	:3	30 OFA12Z15	9н		\$350.00 NM
	/23/12 ass of Time	10/26/12 e - Pre-en		Sunrise @6AM h notice	6:00-7:00 AM	-TWTF	:30	4	\$1,100.00	NM	
We		Start Date 10/22/12	End Da 10/28/		Spots/Week 4	Rate \$1,100.00					
Spo	ots: # Ch	Day A	ir Date	Air Time Descrip	otion	Start/End Time	Leng	th Ad-ID			Rate Type
	4 WES	SHTu 1	0/23/12	6:53 AM M-F Su	nrise @6AM	6:00-7:00 AM	::	30 OFA12G15	5н		\$1,100.00 NM
	1 WES	SHW 1	0/24/12	6:27 AM M-F Su	nrise @6AM	6:00-7:00 AM	::	30 OFA12G15	5н		\$1,100.00 NM
	2 WES	SHTh 1	0/25/12	6:43 AM M-F Su	nrise @6AM	6:00-7:00 AM	:	30 OFA12Z15	9н		\$1,100.00 NM
	3 WES	SHF 1	0/26/12	6:56 AM M-F Su	nrise @6AM	6:00-7:00 AM	::	30 OFA12Z15	9н		\$1,100.00 NM
	/23/12 ass of Tim	10/26/12 e - Pre-er		Today Show h notice	7:00-9:00 AM	-TWTF	:30	4	\$1,600.00	NM	
We		Start Date 10/22/12	End Da 10/28/		Spots/Week 4	Rate \$1,600.00					
Spo	ots: # Ch	Day A	ir Date	Air Time Descrip	otion	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WES	SHTu 1	0/23/12	7:23 AM NBC T	oday Show	7:00-9:00 AM	::	30 OFA12Z15	1н		\$1,600.00 NM
	3 WES	SHW 1	0/24/12	8:37 AM NBC T	oday Show	7:00-9:00 AM	:	30 OFA12G17	'2н		\$1,600.00 NM
	4 WES	SHTh 1	0/25/12	7:56 AM NBC T		7:00-9:00 AM	:	30 OFA12Z15	9н		\$1,600.00 NM
	2 WE	SHF 1	0/26/12	8:29 AM NBC T		7:00-9:00 AM	::	30 OFA12Z15	9н		\$1,600.00 NM
	/23/12 ass of Tim	10/26/12 e - Pre-er		y Sunrise @4:30A h notice	M 430a-5am	-TWTF	:30	4	\$75.00	NM	
\//e	oeks.	Start Date	Fnd D	ate MTWTESS	Snots/Meek	Rate					



**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice Month Invoice Period Invoice # Invoice Date 950426-1 10/28/12 October 2012 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

ww.v	esh.com						Cmatal			
ne	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
5	10/23/12 Class of Tim	10/26/12 ne - Pre-em	*Early Sunrise @4:30 ptible with notice	0AM 430a-5am	-TWTF	:30	4	\$75.00	NM	Control of American
7	10/27/12 Class of Tim	10/27/12 ne - Immed	Sat 5-6a iately Pre-emptible without	Sat 5-6a ut notice	S-	:30	1	\$75.00	NM	
	Weeks: Spots: # Ch	Start Date 10/22/12 Day A	10/28/12S-	1	Rate \$75.00 Start/End Time	Lengt	h Ad-ID			Rate Type
		SHSa 10			Sat 5-6a		0 OFA12G182H			\$75.00 NM
8	10/27/12 Class of Tin	10/27/12 ne - Pre-em	Sat Sunrise 6-8 AM aptible with notice	6:00-8:00 AM	S-	:30	1	\$400.00	NM	
	Weeks:	Start Date 10/22/12	10/28/12S-		<u>Rate</u> \$400.00					
	Spots: # Ch 1 WE	<u>Day A</u> SHSa 10		<u>cription</u> Sunrise 6-8 AM	Start/End Time 6:00-8:00 AM		<u>th Ad-ID</u> 30 ofa12g172h			<u>Rate Type</u> \$400.00 NM
ç	10/27/12 Class of Tin	10/27/12 ne - Pre-em	NBC Saturday	Sat 8-10am	S-	:30	1	\$1,300.00	NM	
	Weeks:		End Date MTWTFSS 10/28/12S-		Rate \$1,300.00			-		
	Spots: # Ch 1 WE	<u>Day</u> <u>A</u> SHSa 1			Start/End Time Sat 8-10am		th <u>Ad-ID</u> 30 OFA12G182H	-		Rate Type \$1,300.00 NM
10	10/28/12 Class of Tin	10/28/12 ne - Pre-em	Sun Sunrise@6-8 Al	M 6:00-8:00 AM	S	:30	2	\$400.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS		<u>Rate</u> \$400.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
		SHSu 1		Sunrise@6-8 AM Sunrise@6-8 AM	6:00-8:00 AM 6:00-8:00 AM	10.00	30 OFA12G182F 30 OFA12Z159F			\$400.00 NM \$400.00 NM
-1	I 10/28/12 Class of Tir	10/28/12 ne - Pre-en	NBC Sunday Today nptible with notice	8:00-9:00 AM/9-1	1 <i>F</i> S	:30	-2	\$2,000.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12S		<u>Rate</u> \$2,000.00					
	Spots: # Ch			<del></del>	Start/End Time	,	th Ad-ID			Rate Type
		ESHSu 1 ESHSu 1		C Sunday Today C Sunday Today	8:00-9:00 AM/9- 8:00-9:00 AM/9-		30 ofa12g172⊦ 30 ofa12g182⊦			\$2,000.00 NM \$2,000.00 NM
12	2 10/28/12	10/28/12		RESS NBC MEET THE		:30	1	\$4,000.00	NM	
	Weeks:	Start Date 10/22/12		Spots/Week	Rate \$4,000.00					
	Spots: # Ch			5	Start/End Time	Leng	th Ad-ID			Rate Type
	1 W	ESHSu 1	0/28/12 9:45 AM NB	C MEET THE PRESS	NBC MEET THE	EPI :	30 OFA12G172I	1		\$4,000.00 NM
1;	3 10/23/12 Class of Tir	10/26/12 ne - Pre-en	Regis & Kelly 9-10 Anptible with notice	AM 9:00-10:00 AM	-TWTF	:30	4	\$900.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFS: 10/28/12 -TWTF-		<u>Rate</u> \$900.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
				gis & Kelly 9-10 AM	9:00-10:00 AM 9:00-10:00 AM		30 OFA12G155 30 OFA12G155			\$900.00 NM \$900.00 NM
				gis & Kelly 9-10 AM gis & Kelly 9-10 AM	9:00-10:00 AM		30 OFA12G133			\$900.00 NN
			The same and the s	gis & Kelly 9-10 AM	9:00-10:00 AM		30 OFA12G172			\$900.00 NM
1	5 10/23/12 Class of Ti	10/26/12 me - Pre-er	NBC Today Show II	10AM-11AM	-TWTF	:30	4	\$800.00	NM	
	Weeks:		e End Date MTWTFS	Spots/Week	Rate					

\$1,500.00 NM

Send Payment To:

## DUPINVOICEATE



4 WESHF

10/26/12

6:22 PM M-F 6-6:30 PM

Invoice #	Invoice Date	Invoice Month	Invoice Period
950426-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

ann ann ann											
ww.wesh.com							Spots/				
ine Start Date	End Date	e Desc	cription	Start/End Time	MTWTFSS I	Length	Week	Rate	Туре		
15 10/23/12 Class of T	10/26/12 ime - Pre-er	NBC nptible wi	Today Show II th notice	10AM-11AM	-TWTF	:30	4	\$800.00	· · · · · · · · · · · · · · · · · · ·	Stall and the same	. s . i . di
	10/22/12	10/28/	12 -TWTF	4	\$800.00						
Spots: # C		Air Date	Air Time Descri		Start/End Time		th Ad-ID			Rate	
5.3		0/23/12	10:59 AM NBC T	Senitore No. 1 Millering From Part	10AM-11AM		0 OFA12Z151			\$800.00	
		0/24/12	10:58 AM NBC T		10AM-11AM		0 OFA12Z151H		¥	\$800.00	
		10/25/12	10:58 AM NBC T		10AM-11AM		0 OFA12Z159H			\$800.00	
1 W	/ESHF ′	10/26/12	11:00 AM NBC T	oday Show II	10AM-11AM	:3	0 OFA12Z159H	1		\$800.00	NM
17 10/23/12 Class of T	10/26/12 ime - Pre-e	NBC nptible wi		11AM-12PM/10-11/		:30	3	\$700.00	NM		
Weeks:	Start Date 10/22/12	End D 10/28/		Spots/Week 3	<u>Rate</u> \$700.00						
Spots: # C	h <u>Day</u>	Air Date	Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate	Турє
3 W	VESHTu '	10/23/12	11:51 AM NBC T	oday Show III	11AM-12PM/10-1	11/ :3	30 OFA12G155I	4		\$700.00	NM
2 W	VESHW	10/24/12	11:29 AM NBC T	oday Show III	11AM-12PM/10-1	11/ :3	30 OFA12G172I	4		\$700.00	NN
1 W	VESHTh	10/25/12	11:29 AM NBC T	oday Show III	11AM-12PM/10-1	11/ :3	30 OFA12G172I	<del>-</del>		\$700.00	NN
18 10/23/12 Class of T	10/26/12 ime - Pre-e			12:12:00-12:30 PM	-TWTF	:30	4	\$500.00	NM		
Weeks:	Start Date 10/22/12		ate MTWTFSS	Spots/Week 4	<u>Rate</u> \$500.00						
Spots: # C		Air Date	Air Time Descri		Start/End Time	Leng	th Ad-ID			Rate	Tvn
		10/23/12		OON NEWS 12-12:30	12:00-12:30 PM		30 OFA12G155	Н		\$500.00	
		10/24/12		OON NEWS 12-12:30	12:00-12:30 PM		30 OFA12Z151			\$500.00	
		10/25/12		OON NEWS 12-12:30	12:00-12:30 PM		30 OFA12Z159			\$500.00	
3 V	VESHF	10/26/12	12:13 PM M-F N	OON NEWS 12-12:30	12:00-12:30 PM	::	30 OFA12Z159	Н		\$500.00	NN
19 10/23/12 Class of T	10/26/12 Time - Pre-e		4-5 PM NEWS th notice	M-F 4-5 PM	-TWTF	:30	3	\$900.00	NM		
Weeks:	Start Dat 10/22/12	e End E 10/28		Spots/Week 3	<u>Rate</u> \$900.00		of the property and	The state of the s		to the second second second	
Spots: # C	Ch Day	Air Date	Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate	Тур
3 V	VESHTu	10/23/12	4:30 PM M-F 4-	-5 PM NEWS	M-F 4-5 PM	:	30 OFA12Z151	Н		\$900.00	NI
2 V	VESHW	10/24/12	4:25 PM M-F 4	-5 PM NEWS	M-F 4-5 PM	:	30 OFA12Z151	Н		\$900.00	N
1 V	VESHF	10/26/12	4:58 PM M-F 4	-5 PM NEWS	M-F 4-5 PM		30 OFA12Z159	Н	w	\$900.00	N
20 10/23/12 Class of T	10/26/12 Fime - Pre-e		5-6 PM ROT th notice	5:00-6:00 PM	-TWTF	:30	5	\$1,100.00	NM		
Weeks:	Start Dat 10/22/12	e End I 10/28		Spots/Week 5	Rate \$1,100.00						
Spots: # C		Air Date	Air Time Descr		Start/End Time	Lenc	th Ad-ID			Rate	Тур
(2)		10/23/12	5:23 PM M-F 5		5:00-6:00 PM		30 OFA12G155	н		\$1,100.00	
5 V	VESHTu	10/23/12	5:40 PM M-F 5	-6 PM ROT	5:00-6:00 PM	:	30 OFA12G155	Н		\$1,100.00	) NI
1 V	VESHW	10/24/12	5:24 PM M-F 5	-6 PM ROT	5:00-6:00 PM	:	30 OFA12G155	Н		\$1,100.00	) NI
4 V	VESHTh	10/25/12	5:23 PM M-F 5	-6 PM ROT	5:00-6:00 PM	:	<b>30</b> OFA12Z159	Н		\$1,100.00	) NI
3 V	VESHTh	10/25/12	5:43 PM M-F 5	-6 PM ROT	5:00-6:00 PM		30 OFA12Z159	Н		\$1,100.00	) NI
21 10/23/12 Class of 7	10/26/1: Time - Pre-e		6-6:30 PM ith notice	M-F 6-6:30 PM	-TWTF	:30	4	\$1,500.00	NM		
Weeks:	Start Dat 10/22/12	e End [	Date MTWTFSS	Spots/Week 4	<u>Rate</u> \$1,500.00			<del></del>			
Spots: # 0		Air Date	Air Time Descr		Start/End Time	Lend	th Ad-ID			Rate	Typ
	and the second s	10/23/12	6:28 PM M-F 6	The test consumer	M-F 6-6:30 PM		30 OFA12Z151	.H		\$1,500.00	
		10/24/12	6:10 PM M-F 6		M-F 6-6:30 PM		30 OFA12G155	Н		\$1,500.00	
1 V	WESHTh	10/25/12	6:27 PM M-F 6	-6:30 PM	M-F 6-6:30 PM		30 OFA12Z159	Н		\$1,500.00	N
4.1	MECHE	10/06/10	C.OO DNANA E C	C-20 DM	MEGGOODM		20 054127150	Δu		¢1 500 00	) NI

M-F 6-6:30 PM

:30 OFA12Z159H



**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice Month Invoice Period Invoice # Invoice Date 10/01/12 - 10/28/12 950426-1 10/28/12 October 2012

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

ww.wesh.c	com										
ine Star		End Date	Desc	ription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
21 10/2		10/26/12	X 1 10 0 00 00 00 00	6-6:30 PM	M-F 6-6:30 PM	-TWTF-2	:30	4	\$1,500.00	NM	
		e - Pre-em									
23 10/2 Clas		10/27/12 e - Pre-em		U 6-6:30 PM h notice	SA/SU 5:58-6:30 PI	S-	:30	1	\$1,100.00	NM	-
Wee	-	Start Date 10/22/12	End Da 10/28/		Spots/Week 1	<u>Rate</u> \$1,100.00					
Spot	ts: <u>#</u> Ch	Day Air		Air Time Descrip 6:22 PM SA/SU	tion	Start/End Time SA/SU 5:58-6:30		<u>h Ad-ID</u> 0 OFA12Z15	59н		Rate Type \$1,100.00 NM
24 10/2 Clas		10/28/12 le - Pre-em		U 6-6:30 PM h notice	SA/SU 5:58-6:30 PI	S	:30	1	\$1,100.00	NM	
Wee	management of the second	Start Date 10/22/12	End D: 10/28/		Spots/Week 1	Rate \$1,100.00					
Spot	ts: <u>#</u> Ch	Day Ai		Air Time Descrip		Start/End Time	Lengi	th Ad-ID			Rate Type
	1 WE	SHSu 10	)/28/12	6:00 PM SA/SU	6-6:30 PM	SA/SU 5:58-6:30	PI :3	0 OFA12G18	32н		\$1,100.00 NN
25 10/2 Clas		10/26/12 ie - Pre-em		Entertainment Toni h notice	gł7:00-730 PM	-TWTF	:30	4	\$1,800.00	NM	
Wee		Start Date 10/22/12	End D 10/28/		Spots/Week 4	<u>Rate</u> \$1,800.00					
Spot	ts: <u>#</u> Ch	Day Ai	r Date	Air Time Descrip	tion	Start/End Time	Leng	th Ad-ID			Rate Type
			)/23/12		tertainment Tonight	7:00-730 PM		30 OFA12G15			\$1,800.00 NI
	1 WE		)/24/12 )/25/12		tertainment Tonight tertainment Tonight	7:00-730 PM 7:00-730 PM	10.0	30 OFA12Z1! 30 OFA12Z1!			\$1,800.00 NI \$1,800.00 NI
	4 WE		0/25/12		tertainment Tonight	7:00-730 PM 7:00-730 PM		30 OFA12Z1			\$1,800.00 NI
27 10/2 Cla		10/26/12 ne - Pre-em			Access Hollywood	/ -TWTF	:30	3	\$1,800.00	NM	
Wee		Start Date 10/22/12	End D 10/28/		Spots/Week 3	<u>Rate</u> \$1,800.00					
Spo	ts: <u>#</u> Ch			Air Time Descrip	-	Start/End Time	Leng	th Ad-ID			Rate Typ
No. and	3 WE		0/23/12	7:42 PM M-F Ac	ACTUAL SERVICE AND ACTUAL SERVICES.	Access Hollywoo		30 OFA12Z1			\$1,800.00 N
			0/25/12	7:55 PM M-F Ac	•	Access Hollywoo		30 OFA12Z1			\$1,800.00 NI
	1 WE		0/26/12	7:54 PM M-F Ac		Access Hollywoo		30 OFA12Z1			\$1,800.00 NI
28 10/2 Cla		10/27/12 ne - Pre-em		Entertainment this th notice	W7:00-8:00 PM	S-	:30	1	\$1,000.00	NM	
Wee		Start Date 10/22/12	End D 10/28/		Spots/Week 1	<u>Rate</u> \$1,000.00					
Spo	ots: # Ch			Air Time Descrip		Start/End Time	Leng	th Ad-ID			Rate Typ
	1 WE	SHSa 10	0/27/12	7:36 PM Sat. Er	tertainment this Wee	k 7:00-8:00 PM	::	30 OFA12G1	82н		\$1,000.00 N
29 10/: Cla		10/27/12 ne - Pre-em			11-1135p	-TWTFS-	:30	4	\$1,800.00	NM	
Wee	eks:	Start Date 10/22/12	End D 10/28/		Spots/Week 4	<u>Rate</u> \$1,800.00				_	
Spo	ots: <u>#</u> Ch		81,1200	Air Time Descrip	<u>otion</u>	Start/End Time	Leng	th Ad-ID		66.	Rate Tyr
			0/23/12	11:22 PM M-Su N		11-1135p		30 OFA12Z1			\$1,800.00 N
			0/24/12	11:13 PM M-Su N		11-1135p		30 OFA12G1			\$1,800.00 N
	1 WE		0/25/12 0/26/12	11:33 PM M-Su N 11:29 PM M-Su N		11-1135p 11-1135p		30 OFA12Z1 30 OFA12Z1			\$1,800.00 N \$1,800.00 N
30 10/ Cla	/23/12	10/26/12 ne - Pre-em		Tonight Show th notice	11:35P-12:35XM	-TWTF	:30	4	\$900.00	NM	
We	eks:	Start Date 10/22/12	End D 10/28		Spots/Week 4	<u>Rate</u> \$900.00					
Spo	ots: # Ch			Air Time Descrip		Start/End Time		gth Ad-ID	FFU		Rate Ty
	1 \//□	CHTu 1	n/23/12	12:20 AM NIRC T	onight Show	11.35D_12.35YN	л .	30 0FA12G1	55H		900 00

11:35P-12:35XM

:30 OFA12G155H

\$900.00 NM

1 WESHTu 10/23/12 12:29 AM NBC Tonight Show





**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date Invoice Month Invoice Period 950426-1 10/28/12 October 2012 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

\$300.00

NM

45 10/23/12

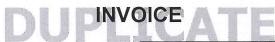
10/26/12

vw.wesh.com							Snotal			
ne Start Date	End Da	ate Desc	cription	Start/End Time	MTWTFSS Le	ength	Spots/ Week	Rate	Туре	
30 10/23/12 Class of Ti	10/26/1 ime - Pre-	12 NBC emptible wit	Tonight Show th notice	11:35P-12:35XM	-TWTF	:30	4	\$900.00	NM	12.00
Spots: # C	h <u>Day</u>	Air Date	Air Time Descrip	tion	Start/End Time	Lengt	h Ad-ID			Rate Typ
2 W	ESHW	10/24/12	12:07 AM NBC To	onight Show	11:35P-12:35XM	:3	0 OFA12G155H	l		\$900.00 NM
3 W	/ESHTh	10/25/12	12:29 AM NBC To	onight Show	11:35P-12:35XM	:3	0 OFA12Z159H	Î		\$900.00 NM
4 W	/ESHF	10/26/12	12:23 AM NBC To	onight Show	11:35P-12:35XM	:3	0 OFA12Z159H	İ		\$900.00 NN
32 10/23/12 Class of Ti	10/26/′ ime - Pre-	12 NBC emptible wi	Carson Daly ON th notice	NBC Carson Daly C	-TWTF	:30	6	\$100.00	NM	
Weeks:	Start Da 10/22/12			Spots/Week 6	<u>Rate</u> \$100.00					
Spots: # C		Air Date	Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Typ
	/ESHTu	10/23/12	2:00 AM NBC C		NBC Carson Daly		0 OFA12G155H	1		\$100.00 N
1 W	/ESHW	10/24/12	1:45 AM NBC C	(5)	NBC Carson Daly		0 OFA12G172H	1		\$100.00 NM
5 W	/ESHW	10/24/12	2:04 AM NBC C	arson Daly ON	NBC Carson Daly	C :3	0 OFA12Z151	ł		\$100.00 NM
4 W	/ESHTh	10/25/12	1:46 AM NBC C	arson Daly ON	NBC Carson Daly	C :3	0 OFA12Z159	1		\$100.00 N
2 W	/ESHF	10/26/12	1:45 AM NBC C	arson Daly ON	NBC Carson Daly		0 OFA12G172H	1		\$100.00 N
6 W	/ESHF	10/26/12	2:04 AM NBC C	•	NBC Carson Daly		O OFA12Z159	1		\$100.00 N
36 10/24/12 Class of T	10/24/	12 NBC	Prime CHICAGO	FIF10:00-11:00 PM	W	:30	1	\$7,500.00	NM	
Weeks:	Start Da	ate End D	ate MTWTFSS	Spots/Week	Rate					
Spots: # C	10/22/1:	2 10/28/ Air Date	Air Time Descrip	1	\$7,500.00 Start/End Time	Long	th Ad-ID			Pate Tyn
	/ESHW	10/24/12		rime CHICAGO FIRE	10:00-11:00 PM		111 <u>AU-1D</u> 30 OFA12Z1511	4		Rate Typ \$7,500.00 N
										Ψ7,000.00
37 10/26/12 Class of T	10/26/ ime - Imm		Prime WHITNEY/ e-emptible without		F	:30	1	\$2,000.00	NM	
Weeks:	Start Da 10/22/1			Spots/Week 1	<u>Rate</u> \$2,000.00					
Spots: # C	h Day	Air Date	Air Time Descrip	otion	Start/End Time	Leng	th Ad-ID			Rate Typ
1 W	/ESH <i>F</i>	10/26/12 MG 37.2	NBC P	rime WHITNEY/COMN	8:00-9:00 PM	:0	00	MIT IDO SELÓN MIS		\$2,000.00 N
2 W	/ESHF	10/26/12 for 37.1 10/		rime MOCKINGBIRD I	AN 8:00-9:00 PM	:3	30 OFA12Z159	Н		\$2,000.00 N
38 10/26/12 Class of T	10/26/ ime - Pre-	12 NBC	Prime GRIMM	9:00-10:00 PM	F	:30	1	\$5,000.00	NM	
Weeks:	Start Da	ate End D	Date MTWTFSS	Spots/Week 1	<u>Rate</u> \$5,000.00					
Spots: # C			Air Time Descrip	3.5	Start/End Time	Leng	th Ad-ID			Rate Typ
	/ESHF	10/26/12	9:17 PM NBC P		9:00-10:00 PM		30 OFA12Z159	Н		\$5,000.00 N
39 10/28/12 Class of T	10/28/ ime - Pre-	12 NFL emptible wi		8:00PM-conclusion	S	:30	2	\$12,000.00	NM	
Weeks:		ate End D	Date MTWTFSS	Spots/Week 2	<u>Rate</u>					
Spots: # C		Air Date	Air Time Descrip		\$12,000.00 Start/End Time	Lana	th Ad-ID			Rate Ty
		10/28/12	10:06 PM NFL	<u>Julion</u>	8:00PM-conclusio		30 OFA12G182	Н		\$12,000.00 N
		10/28/12	11:46 PM NFL		8:00PM-conclusio		30 OFA12G162 30 OFA12Z159			\$12,000.00 N
		Football								
40 10/28/12 Class of T	10/28/ ime - Imm		5-6a e-emptible without	Sun 5-6a notice	S	:30	1	\$75.00	NM	
Weeks:	Start Da 10/22/1	ate End E 2 10/28		Spots/Week 1	<u>Rate</u> \$75.00					
Spots: # C		Air Date	Air Time Descri		Start/End Time	Leng	th Ad-ID			Rate Ty
		10/28/12	5:27 AM Sun 5-		Sun 5-6a	-	30 OFA12Z159	Н		\$75.00 N
			ANALTMENT COAC			1202			2.2.	

-TWTF--

:30

COMMITMENT 2012 SPE12:30PM-1:00PM





**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
950426-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

S	p	0	ts

							5	Spots/				
e Start D	ate I	End Date	e Desc	ription	Start/End Time	MTWTFSS	Length \	<del>Veek</del>	Rate	Type		_
Class	of Time	- Imme	diately Pre	e-emptible without	t notice			Δ.	aggreenistic - day giriinta	CHEST LIST CL		
Weeks:	_	tart Date 0/22/12	End Da 10/28/		Spots/Week 4	<u>Rate</u> \$300.00			- V 0% >**			
Spots: 4	Ch WES		Air Date 10/23/12	Air Time Descr	ription MITMENT 2012 SPEC	Start/End Time AL 12:30PM-1:00P		Ad-ID OFA12Z1!	51H		Rate T	
	WES		10/24/12		MITMENT 2012 SPEC			OFA12G1			\$300.00	
	4 WES		10/25/12		MITMENT 2012 SPEC			OFA12Z1	59н		\$300.00	
2	2 WES	HF 1	10/26/12	12:52 PM COM	MITMENT 2012 SPEC	AL 12:30PM-1:00P	M :30	OFA12Z1	59н		\$300.00	NN
50 10/23/1 Class of		10/23/12 - Imme		Prime VOICE e-emptible withou	8:00-9:00 PM t notice	-T	:30	3	\$4,000.00	NM		
Weeks:	<u>S</u>		End Da	ate MTWTFSS	Spots/Week 3	<u>Rate</u> \$4,000.00						
Spots: 3	<u>#</u> Ch	Day A	Air Date	Air Time Descri	ription	Start/End Time	Length	Ad-ID			Rate T	
			10/23/12	8:00 PM NBC		8:00-9:00 PM		OFA12G1			\$4,000.00	
	3 WES		10/23/12	8:22 PM NBC		8:00-9:00 PM		OFA12G1			\$4,000.00	
	2 WES	HTu 1	10/23/12	8:42 PM NBC	Prime VOICE	8:00-9:00 PM	:30	OFA12Z1	2TH		\$4,000.00	N
51 10/24/ Class of		10/24/12 - Imme		Prime L&O SVU e-emptible withou		W	:30	1	\$4,000.00	NM		
Weeks:		tart Date 0/22/12	End D 10/28/		Spots/Week 1	Rate \$4,000.00						
Spots:	TO VICTOR DE LA CONTRACTOR DE LA CONTRAC		Air Date	Air Time Descri	Carlos and the same of the sam	Start/End Time			Describe?		Rate T	
	1 WES	SHW '	10/24/12	9:41 PM NBC	Prime L&O SVU	9:00-10:00 PM	:30	OFA12G1	55H		\$4,000.00	N
52 10/26/ Class (		10/26/12 e - Imme		Prime DATELIN e-emptible withou	E 10:00-11:00 PM It notice	F	:30	1	\$3,500.00	NM		
Weeks		tart Date 0/22/12			Spots/Week 1	<u>Rate</u> \$3,500.00		y.				
Spots:			Air Date	Air Time Desc		Start/End Time					Rate T	
	1 WES	HF '	10/26/12	10:29 PM NBC	Prime DATELINE	10:00-11:00 PM	<i>l</i> :30	OFA12Z1	59н		\$3,500.00	N
53 10/28/ Class		10/28/12 e - Pre-e	NFL mptible wit	PRE-GAME th notice	7:00P-8:00PM	S	:30	1	\$4,500.00	NM		
Weeks		Start Date 0/22/12			Spots/Week 1	Rate \$4,500.00						
Spots:	_		Air Date	Air Time Desc		Start/End Time					Rate 1	
	1 WES	SHSu	10/28/12	7:08 PM NFL I	PRE-GAME	7:00P-8:00PM	:30	OFA12Z1	.59н	· · · · · · · · · · · · · · ·	\$4,500.00	N
54 10/27/ Class		10/27/12 e - Imme	NBC	Prime CHICAGO e-emptible withou	O FIF9:00-10:00 PM at notice	S-	:30	1	\$1,000.00	NM		
Weeks	_	Start Dat 0/22/12	_		Spots/Week 1	<u>Rate</u> \$1,000.00						
Spots:			Air Date	Air Time Desc		Start/End Time		Ad-ID			Rate 1	
	1 WES	SHSa	10/27/12	9:40 PM NBC	Prime CHICAGO FIRE	9:00-10:00 PM	:30	OFA12Z1	.59н		\$1,000.00	١
55 10/27/ Class		10/27/12 e - Imme		Prime L&O SVU e-emptible withou		S-	:30	1	\$1,000.00	NM		
Weeks	: 5	040 TV W 10144 D	e End D	Date MTWTFSS		Rate \$1,000.00						
Spots:			Air Date	Air Time Desc		Start/End Time	Length	Ad-ID			Rate	Ту
	1 WES	SHSa	10/27/12	10:33 PM NBC	Prime L&O SVU	10:00-11:00 PI	M :30	OFA12G1	L82н		\$1,000.00	
56 10/28/ Class		10/28/12 e - Imme		RIS MATTHEWS e-emptible withou	WKICHRIS MATTHEN	V:S	:30	1	\$1,200.00	NM		
Weeks		Start Dat 10/22/12	e End D 10/28/			Rate \$1,200.00						
Spots:	<u>#</u> Ch	Day	Air Date	Air Time Desc		Start/End Time		Ad-ID			Rate :	Ту
	1 1010	CLI C	10/00/10		IS MATTHEWS WKNI		15144 00	OFA12Z1			\$1,200.00	-





Payment Terms 30 Days

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
950426-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

S	D	0	ts/
_	~	•	

Line Start Date End Date Description	Start/End Time	MTWTFSS	Length Week	Rate	Туре	
57 10/23/12 10/26/12 M-F 3-4 PM Class of Time - Pre-emptible with notice	3:00-4:00 PM	-TWTF	:30 4	\$700.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/22/12 10/28/12 -TWTF	Spots/Week 4	<u>Rate</u> \$700.00				
Spots: # Ch Day Air Date Air Time Descrip	<u>otion</u>	Start/End Time	Length Ad-ID			Rate Type
2 WESHTu 10/23/12 3:31 PM M-F 3-	4 PM	3:00-4:00 PM	:30 OFA12G155I	4		\$700.00 NM
4 WESHW 10/24/12 3:21 PM M-F 3-	4 PM	3:00-4:00 PM	:30 OFA12G172I	4		\$700.00 NM
3 WESHTh 10/25/12 3:49 PM M-F 3-	4 PM	3:00-4:00 PM	:30 OFA12Z159	H°		\$700.00 NM
1 WESHF 10/26/12 3:38 PM M-F 3-	4 PM	3:00-4:00 PM	:30 OFA12G172	Ĥ .		\$700.00 NM
58 10/23/12 10/23/12 NBC Prime GO ON/ NI Class of Time - Immediately Pre-emptible without		-T	:30 1	\$2,500.00	NM	
Weeks: Start Date End Date MTWTFSS	Spots/Week	Rate				
10/22/12 10/28/12 -T	1	\$2,500.00				
Spots: # Ch Day Air Date Air Time Descri	<u>ption</u>	Start/End Time	Length Ad-ID			Rate Type
1 WESHTu 10/23/12 9:52 PM NBC P	rime GO ON/ NEW	NORM9:00-10:00 PM	:30 OFA12G155	Н		\$2,500.00 NM

Total Spots 99

Gross Total

\$147,650.00

Agency Commission

\$22,147.50

Net Amount Due

\$125,502.50